

ORDER

Orders	Order / Rev:	722179	
Alt Order #:	06372628		
Product Desc:	OBAMA SKED C		
Estimate:	1904		
Flight Dates:	10/16/12 - 10/22/12		Primary AE:
Original Date / Rev:	10/12/12 / 10/12/12		Sales Office:
Order Type:	Political		Sales Region:
Agency	Name:	Greer Margolis Mitchell/ Pol	
Buying Contact:			Billing Type:
Billing Contact:			Billing Calendar:
	3050 K St NW		Billing Cycle:
	Washington, DC 20007		Agency Commission:
Advertiser	Name:	Obama/D/President	
Demographic:	A35+		New Business Thru:
Product Codes:	PL-Presidential,Political,PL-Federal		Order Separation:
Priority:	P-1		Advertiser External ID:
Revenue Codes:	AGY, GEN, POL		Agency External ID:



WKYC

					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/15/12	10/21/12	55	\$68,700.00	\$58,395.00	October 2012	67	\$92,700.00	\$78,795.00	0.00
10/22/12	10/28/12	12	\$24,000.00	\$20,400.00	Totals	67	\$92,700.00	\$78,795.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/16/12	10/19/12	M-F 5-6a	CM	5a-6a	- TWTF -	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		Channel 3 News @ 5AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-TWTF--		3	\$650.00		0.00						
E 2	WKYC	10/16/12	10/19/12	M-F 6-7a	CM	6a-7a	- TWTF -	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		Channel 3 News Today @ 6AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-TWTF--		3	\$1,400.00		0.00						
E 3	WKYC	10/16/12	10/19/12	M-F 7-9a Today	CM	7a-9a	- TWTF -	:30	8	\$1,400.00	P-2	0.00	NM	8	\$11,200.00
		Today Show													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-TWTF--		8	\$1,400.00		0.00						
E 4	WKYC	10/16/12	10/19/12	M-F 430a-5a	CM	430a-5a	- TWTF -	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		430a News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-TWTF--		1	\$300.00		0.00						
E 5	WKYC	10/20/12	10/20/12	SAT TDY	CM	7a-9a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		NBC Today Show (Sa)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----S-		1	\$1,400.00		0.00						
E 6	WKYC	10/21/12	10/21/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		NBC Today Show (Su)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----S		1	\$2,000.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	WKYC	10/22/12	10/22/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M----- 1 \$1,400.00 0.00															
E 36	WKYC	10/22/12	10/22/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M----- 1 \$3,500.00 0.00															
Totals														67 \$92,700.00	